



Niebia

SPECIALTY COFFEE



The Company

By creating the opportunity for producers and consumers to interact with each other, we go beyond the cup of coffee and discover new experiences.

We connect world, by creating coffee experiences

Our Company Bases



Specialty Coffee Consumption

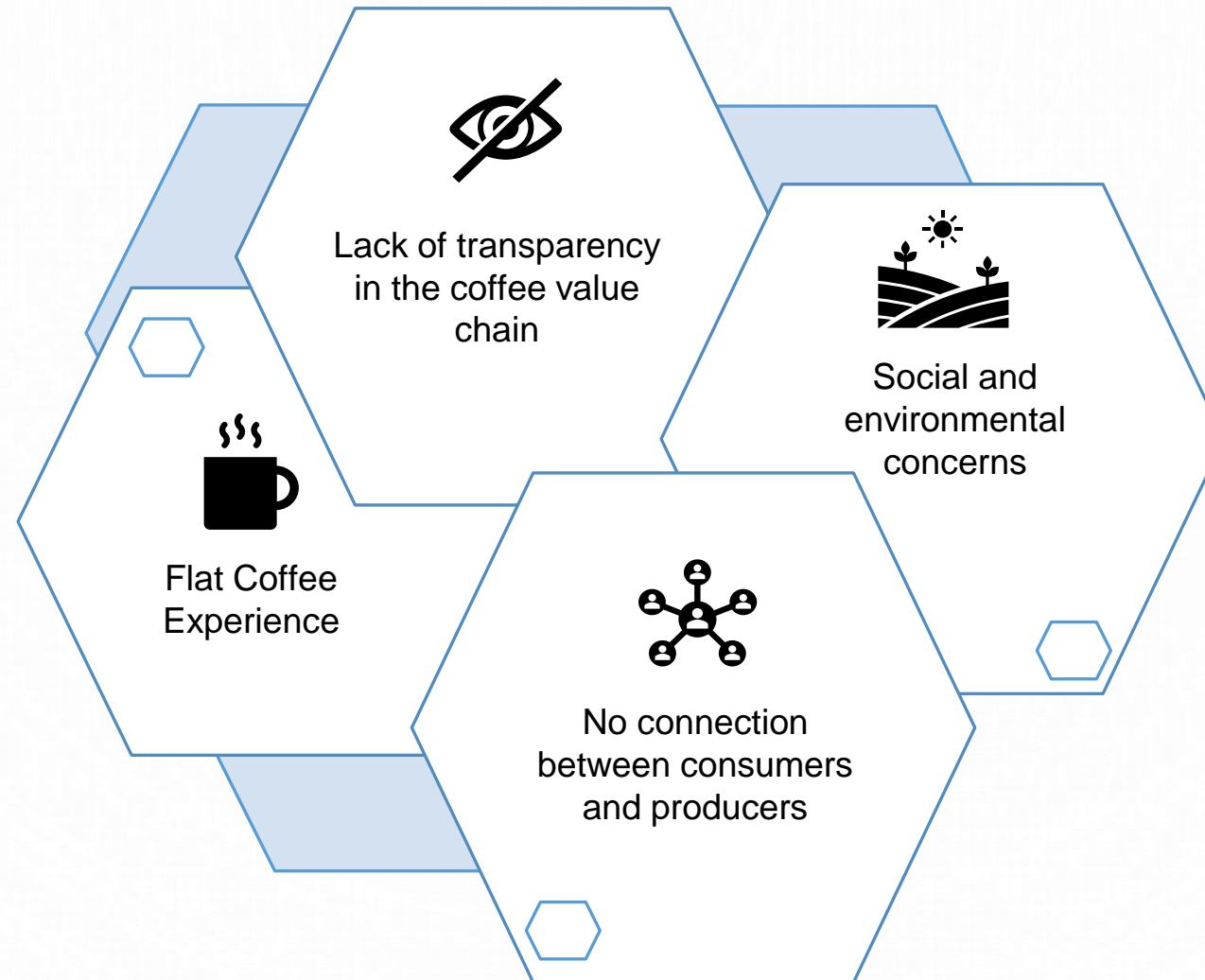


Digital Coffee Experiences



Sustainable and Social Collaborative Process

What is the problematic





Unique Selling Proposition

Creating Full Coffee Experiences

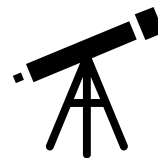


Coffee Sensory Experiences

Going beyond the cup of coffee

Development of digital channels

Increasing Transparency



Creation of a community

Interaction between farmers

Digital integration

Social and Environmental Approach



Sustainable Production

Social and green Projects

Empowering people

Development of a partnership

Niebla Colombian Specialty Coffee



Partner Company



- Commercialization of the specialty Coffee
- Going beyond the cup of coffee
- Developing the business model

Construction of the value proposition model



Specialty Coffee Market



- Who are our customers?
- Which is their profile, needs, and preferences?



What are we selling?

Who are our competitors?



High-Quality Coffee Brands

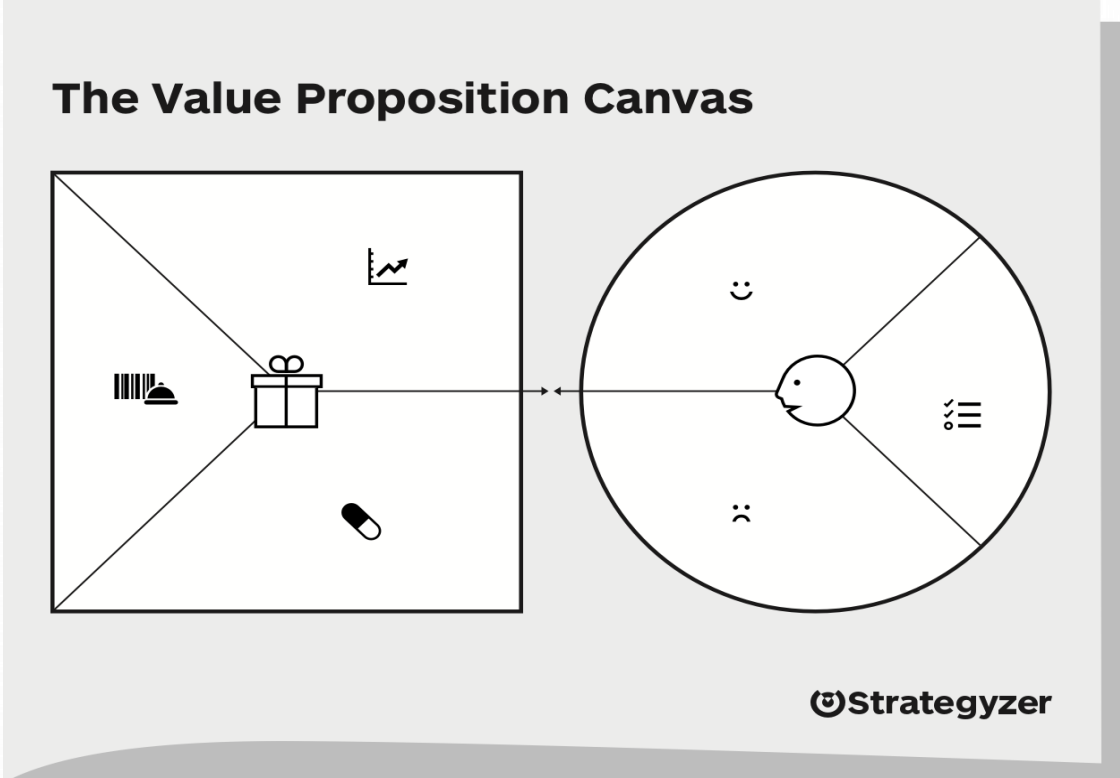


- High-Quality product
- No deep relation with farmers and roasters
- Poor online strategy

Specialty Coffee Roaster



- High-Quality product
- No deep relation with farmers
- Well local market development



Construction of the Unique Selling Proposition Partnership



**Specific Coffee Profiles for
Specific Needs**



Branding Developing



**Going Beyond the cup of
coffee**



**Social Media Strategy
Development**



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